

A Camera Story of the making of a great Cigarette

No. 1 of a series of photographic advertisements showing a few of the many steps involved in making Chesterfields and safeguarding their quality.

The fine Turkish tobaccos for Chesterfields are selected and bought by our own resident buyers in Turkey. They know the quality we insist on—and they get it. And with no less care, our tobacco buyers in Kentucky, Virginia and the Carolinas select the choice Domestic leaf for Chesterfield. They too know the best tobacco—and get it. For taste, after all, is a matter of tobacco quality.

A Turkish Sun Bath—the strings of Turkish tobacco hang in the hot sunbaths until cured.

As it's done in Turkey, the ripe tobacco is picked from the stalk, leaf by leaf.

(Above) Packed like precious silks. The Turkish leaf is tightly baled and securely wrapped for its 6000 mile journey to the U. S.

(Above) Native porters loading lighters with Turkish bales. American steamship in distance.

(Left) A sight to gladden a tobacco buyer's eye: a field of fine Kentucky (Domestic) Burley.

An Auction Warehouse in the South, where Domestic (American) tobacco is sold.

LIGGETT & MYERS TOBACCO CO.

Chesterfield CIGARETTES

Of TURKISH and DOMESTIC tobaccos—blended

They Satisfy

A Beauty Hint Across the Centuries!

IN every chiseled line of the early statues, women's fully developed figures give forth such poise, serenity and grace, that there is little wonder the greatest sculptors still select them as their ideals.

Comfort and unrestricted motion were the reasons for this outstanding charm; just such comfort and unrestricted motion as stout and near-stout women of today can enjoy by wearing "Stylish Stout" Corsets and Brassieres.

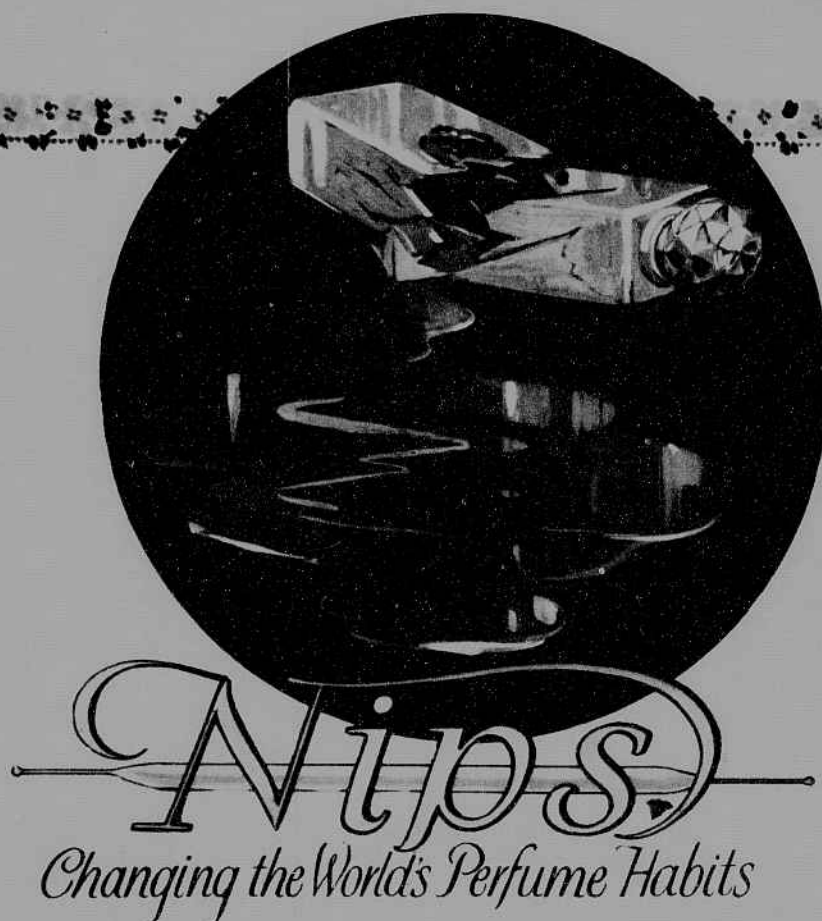
If you would have slenderized, idealized lines, ask for "Stylish Stout" at your favorite store. One fitting will prove to you—

"No woman is too Stout to be Stylish"

"Stylish Stout" Corsets

Back and front laced—to 44 Waist.
Write for new, interesting booklet:

WEINGARTEN BROS., Dept. C
Marbridge Bldg., N. Y. C.



Changing the World's Perfume Habits

Only in NIPS can you be sure that you are using all the perfume that you pay for. NIPS are exquisite tubes of glass, hermetically sealed, each containing an ample quantity of the world's most desirable perfumes, Coty's, Houbigant's or Djer-Kiss.

Each little French ivory case contains fifteen individual applications—not too little, not too much, but just the proper amount for correct perfuming.

The modern, efficient and wasteless way of perfuming in good taste is the NIPS way. Fastidious women are now taking a little lipstick-size case of NIPS with them wherever they go, knowing that they have instant fragrance at their finger tips.

All the better perfume counters carry Nips

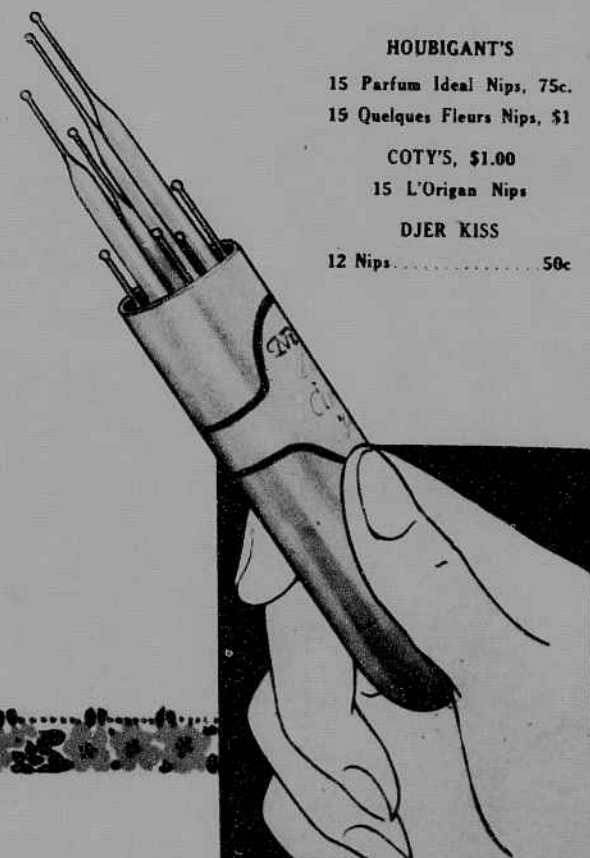
E. T. BROWNE DRUG CO., Inc.

Sole Distributors

127 Water Street, New York

The Tragedy of the Broken Bottle

IMPORTED perfume is expensive. A careless movement of the elbow on the dresser, a hasty replacing of the stopper and—crash! the rare, expensive essence floods your entire dresser. Consider, also, that every time you apply perfume from a bottle you use more than you should! Perfume, being highly volatile, evaporates quickly from a bottle, whether it be a tiny bottle that you carry around in your purse or a large eight-ounce container. Evaporation steals your perfume.



HOUBIGANT'S
15 Parfum Ideal Nips, 75c.
15 Quelques Fleurs Nips, \$1
COTY'S, \$1.00
15 L'Origan Nips
DJER KISS
12 Nips..... 50c